

NEWS

News Archive

Calendar

Newsletter

Newsletter Archive

## Echo News - September 2012

### Fetal Fibronectin evaluation report and Echo Advance released!



It is not difficult to imagine the anxiety of a pregnant woman who experiences labour symptoms well before her due date. Fortunately, Ontario women in this situation can now go to hospital to receive a simple swab-test, called the fetal Fibronectin (fFN) test. With the results of this test, a health care practitioner can say with confidence whether a woman should be admitted to hospital to give birth or whether she is experiencing false labour symptoms and can return home, knowing that she has little chance of delivering within the next two weeks. By allowing health care practitioners to send more women home rather than admitting them, the fFN test is helping to reduce system costs as well as alleviate women's anxiety.

Echo funded the [Better Outcomes Registry & Network Ontario \(BORN Ontario\)](#), led by Drs. Ann Sprague and Mark Walker, to evaluate the implementation of fFN testing in Ontario's delivery hospitals. The evaluation found that a majority of hospitals successfully reduced their rate of preterm labour admissions one year after fFN testing began. The report also showed that the fFN test reassured women and gave health care providers more confidence in deciding whether to admit women with preterm labour symptoms (or transfer them to a hospital for higher-risk deliveries). The study estimated that fFN test implementation has resulted in an annual cost savings of \$2.6 million to \$5.7 million in Ontario, even before taking into account any reduced medical transport costs.

The authors urge the Ministry of Health and Long-Term Care to work with the federal government to fund fFN testing at northern nursing stations so as to reduce air ambulance costs. The evaluators also recommend that emergency department staff be trained to use fFN tests, since women with preterm labour symptoms often go to emergency rooms first, particularly in smaller hospitals. Health care providers, for their part, should present fFN information to women in a variety of formats and take measures to reduce women's anxiety and pain during testing. Finally, health administrators should establish procedures so that women who have had fFN screening are tracked in order to facilitate research on how the test affects clinical management.

Echo has now released the report and accompanying Echo Advances. In the coming months, Echo will work with our partners to share the findings from

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- RECENTLY UPDATED TOPICS
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► Diabetes risk higher in women than men with no job control

► Cancer Care Ontario changes cervical cancer screening guidelines

► Website aims to help pregnant smokers kick habit with information, peer support
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the report and to support the adoption of the evaluators' recommendations.

[Read the report - "Evaluation of Fetal Fibronectin Implementation in Ontario"](#)

[Read the Echo Advance for Policy Makers](#)

[Read the Echo Advance for Health Care Providers](#)

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## Video - Smoking Cessation



In the winter of 2010-2011, Echo, along with seven partner organizations, held a series of community events aimed at developing community-led programs to support pregnant or recently pregnant women quit smoking. By bringing local women into the conversation around best practices for smoking cessation, women were able to help design evidence-based smoking cessation programs adapted for their communities. The success of project sites in Hamilton, North Bay, Peterborough, and Thunder Bay demonstrates how initiatives can be evidence-based, context sensitive, and community-driven. A website was launched earlier this year to facilitate continued spread of this Asset Based Capacity Development (ABCD) model to other communities: <http://www.ignite-innovation.ca>.

Click to the video to see the development of this project in action!

[Video - Smoking Cessation](#) from [Echo Ontario](#) on [Vimeo](#).

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## Echo Conversation on smoking cessation for pregnant women coming to Thunder Bay this fall



Echo will be visiting Thunder Bay in October 2012 to engage community women in discussions about programs to help pregnant women (and other women of child-bearing age) to quit smoking or reduce their tobacco use. Echo is looking forward to working with the [Thunder Bay Regional Health Sciences Centre](#) to implement this initiative, which will create greater awareness and uptake of best practice guidelines on the part of women and their health care providers.

For more on Echo's smoking cessation initiative read Echo Advances on - Designing a smoking cessation program for Pregnant and post-partum women in [Thunder Bay](#), [North Bay](#), [Hamilton](#), [Peterborough](#) and/or read the summary of all [regions](#).

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## Cancer Screening Initiative to spread to Windsor and Markham



In October 2012, Echo will host two Echo Conversations to facilitate the adoption/adaptation of promising practices being used and evaluated as part of Echo's Cancer Screening initiative. The original sites of this initiative include:

- 1) [Brampton Multicultural Community Centre](#) which is working to increase cancer screening among South Asian women;
- 2) [The Anne Johnston Health Station](#) which provides Pap tests for women with physical disabilities; and
- 3) [The Bay Centre for Birth Control](#) which offers colposcopy procedures for low income women.

Brampton's promising approach will be bridged to the Social Services Network in Markham, while the Anne Johnston Health Station's promising approach will be bridged to the Windsor-Essex Community Health Centre. Echo is pleased to be supporting these community-based organizations to better address the health needs of women in their respective regions.

Stay tuned to learn more about these exciting events!

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## Echo's Melanie Mayoh joins Canadian Cancer Partnership



As Echo gets on with the business of winding down the agency, it is with pleasure that we take this time to acknowledge the important contributions of our staff as they each move on to other opportunities.

This month we are thrilled to recognize Melanie Mayoh, Knowledge Translation Specialist, Project Management who joined the agency in June 2011. Here's how Melanie describes her time at Echo:

**Q. Why did you decide to join Echo: Improving Women's Health in Ontario?**

**A.** I really believe in Echo's business model. As a woman who has worked in health and health equity locally and abroad, advancing women's health and improving health equity in Ontario was something I felt very drawn to, but it was truly the WAY that Echo has done its work that drew me in. There is no single easy solution for complex health problems, but the interplay of Echo's various initiatives of turning evidence into action has generated a very compelling theory of change that will no doubt resonate long after Echo itself has ended. There are many other agencies and organizations that place an important focus on knowledge translation and making use of the evidence that is out there to advance change and create efficiencies in the system. I think that in this current fiscal era, such a focus is increasingly important.

**Q. Can you tell us a bit about your background?**

**A.** I started working in the HIV sector after completing a Master's degree in HIV/AIDS research at the University of Cape Town in South Africa. I grew increasingly passionate about health disparities and about using an interdisciplinary approach to tackling complex health problems. Working in the HIV sector internationally, nationally and locally, I learned about the importance of knowledge translation, developmental evaluation and community-based approaches to health and health research. These skills fit naturally with the work that Echo has been doing to tackle complex women's health issues and to advance women's health through knowledge translation initiatives.

**Q. What did you work on during your time at Echo and what are some of your greatest achievements?**

**A.** I worked on the project management side of things, so I spent the majority of the past year and a half streamlining Echo's system for managing knowledge translation projects. One such way that this was done was by introducing Basecamp, which is an online collaborative project management system that we used internally and with some external partners as well. I was also involved in adapting Echo's business model (theory of change) and helping to develop appropriate leading and lagging indicators. Throughout my involvement with reviewing reports and developing indicators, I have realized the importance of having a comprehensive understanding of economics and of incorporating economic indicators in evaluation mechanisms. I was privileged to expand my evaluation knowledge through workshops and seminars while at Echo and in my spare time I have also begun studying economics through a program with the London School of Economics so that I can begin to expand

my understanding of health economics and apply it to my work going forward.

**Q. What have you enjoyed the most during your time at Echo?**

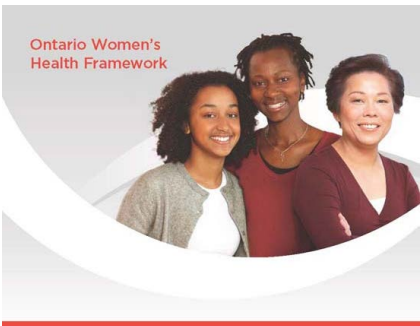
**A.** Working with really passionate people. Whether working with Echo staff and Board members, community partners or academic investigators, the passion that unites a provincial network of leaders in women's health is truly palpable and shines through the work. Being around and absorbing that kind of passion has really made it easy to get up and come to work in the morning. I also really enjoyed the opportunity to be involved in a bridging event for the cancer screening project in Thunder Bay. It was a privilege to be a part of the knowledge sharing and preliminary steps towards adaptation and adoption of strong practices in colposcopy provision with local health leaders.

**Q. Can you tell us a bit about your new role?**

**A.** I am moving on to a role as Strategy Analyst at the Canadian Partnership Against Cancer. One of my most memorable experiences at Echo was being involved in the colposcopy bridging work that occurred in Thunder Bay. The model of piloting and evaluating promising practices and then spreading those successful initiatives to other regions where they can be adapted and adopted locally is something that has been done very well at Echo with the cancer screening, smoking cessation and now cardiac rehabilitation demonstration projects. The Canadian Partnership Against Cancer was created in 2007 to lead the implementation of Canada's National Cancer Control Strategy and much of their work has focused on advancing existing knowledge and spreading best and promising practices in cancer prevention, screening, treatment, and care. I look forward to the opportunity to apply the valuable skills I have gained at Echo to my new role at the Partnership.

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## Webinar - The Ontario Women's Health Framework



*Whether you work in health or community services, policy, governance, or monitoring, you can support health improvements by understanding sex and gender.*

Echo will be hosting a webinar on the Ontario Women's Health Framework which was launched back in June 2011. The Ontario Women's Health Framework (OWHF) is a tool to assist Ontario stakeholders to make improvements in support of women and girls' health, while also helping to ensure the sustainability of the health system. The Framework provides guidance in support of quality and reliability of health services, addressing health inequities, and planning and accountability.

The webinar will be presented by Echo's Director of Knowledge Translation, Shelley Cleverly. This webinar will be an overview of the OWHF, information about how to make best use of the Framework and a discussion on how it is currently working in Ontario. This webinar will be highly valuable for - service providers, researchers, heads of LHINS, and individuals in planning and policy roles as there will be a discussion

To register click [here](#)

Read the ["Ontario Women's Health Framework"](#)

Read the backgrounder [“Current State - What is known about Women’s Health in Ontario”](#)

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## Interesting Resources:

[Study: Lung cancer on the rise in women and nonsmokers](#) - NBC News (US)

[Mammograms could raise breast cancer risk in women with gene mutations](#)  
- CTV News

[Collaborative maternity program results in fewer C-sections, shorter hospital stays: UBC/CFRI research](#) - UBC

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## Observances:

October - [Breast Cancer Awareness Month](#)

1<sup>st</sup> week of October - [Mental Illness Awareness Week](#)

October 10 - [World Mental Health Day](#)

October 18 - [World Menopause Day](#)

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## Events:



Oct 16 - 19, 2012  
**OCSA Great Ideas Conference**  
Venue: Hilton Suites, Toronto  
Organizer: Ontario Community Support Association  
[Read more](#)



Oct 16 - 17, 2012  
**Association of Family Health Teams of Ontario 2012 Conference**  
Venue: Hilton, Toronto  
Organizer: Association of Family Health Teams of Ontario  
[Read more](#)



Oct 29 - 31, 2012  
**Advancing Excellence in Gender, Sex and Health Research (CIHR Conference)**  
Venue: Hilton, Montreal  
Organizer: Canadian Institutes for Health Research  
[Read more](#)



Oct 30 - 31, 2012  
**The Summit on Sustainable Health and Health Care**  
Venue: Toronto Marriott  
Organizer: The Conference Board of Canada  
[Read more](#)

Nov 1 - 2, 2012



**Women in Mind 2012**  
Venue: Hampton Inn Conference Centre, Ottawa  
Organizer: The Royal  
[Read more](#)



Nov 5 - 7, 2012  
Health Achieve 2012  
Venue: Metro Toronto Convention Centre  
Organizer: Health Achieve  
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